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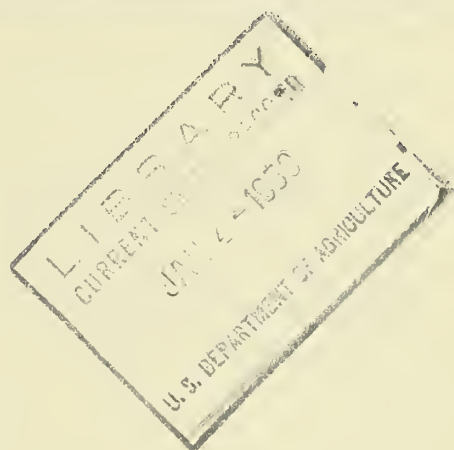


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AP M34

August 1949

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# MARKETING ACTIVITIES



U. S. Department of Agriculture  
Production and Marketing Administration  
Washington 25, D.C.

FOREIGN TRADE--A TWO-WAY STREET

By Fred J. Rossiter . . . . . Page 3

Our huge agricultural export volume of the last few years is due to taper off with increased productivity and smaller dollar balances abroad, Mr. Rossiter, who is Associate Director of the Office of Foreign Agricultural Relations, points out that we can check this decline by increasing our imports of foreign goods.

ELECTRONIC SCALE DEVELOPED

By Charles L. Richard . . . . . Page 7

An electronic livestock scale which weighs quickly and accurately has been developed under the direction of the Production and Marketing Administration, USDA. Employing electronic principles rather than mechanical ones, the scale automatically registers weigh values on a large dial and prints them on a ticket with the push of a button. Mr. Richard of the Livestock Branch directed the Research and Marketing Act project which developed the scale.

SNAP BEAN SUGGESTIONS

By V. V. Bowman . . . . . Page 11

Snap bean producers in the Tri-State Mountain area of North Carolina, Tennessee, and Virginia in 1947 suddenly found their product scarcely worth the picking. Their problems were studied the following year in a Research and Marketing Act project which turned up some good advice for snap bean producers everywhere. Mr. Bowman, of PMA's Fruit and Vegetable Branch conducted the study.

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Address all inquiries to  
The Editor, Marketing Activities  
Production and Marketing Admin.  
U. S. Department of Agriculture  
Washington 25, D. C.

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Issued monthly. Vol. 12, No. 8



# Foreign Trade—A Two-Way Street

By Fred J. Rossiter

We all know that exports of wheat, flour, rice, and several other agricultural commodities have been unusually heavy the past three years. We all know, too, that these record exports--stimulated by our foreign relief and rehabilitation operations--will taper off eventually.

But our exports may eventually taper off too far, unless we begin, now, to take positive steps to build up a sound international trade. Our success in building that permanently sound trade will mean much to the wheat farmer, the cotton grower, the tobacco producer, and many other agricultural people whose crops must move to a certain extent in export channels.

In colonial times, foreign trade presented few problems. History records that George Washington, living on his farm in Virginia, shipped tobacco and wheat to England to pay for pottery, textiles, tools, and other industrial equipment. In other words, our colonial fathers shipped agricultural commodities to Europe in exchange for industrial supplies. Later, European capitalists made loans in this country to build factories and railroads, but still we paid our debts largely with agricultural exports.

## Agricultural Export Trend Has Been Downward

The importance of agricultural commodities in our export trade began to decline about 1890. The average quantity of agricultural exports didn't decline, but percentage-wise they lost ground to industrial products. By 1910 industrial products represented about 50 percent of our total exports. Except for war periods, this downward trend has continued. Immediately before World War II agriculture was furnishing less than 25 percent of our exports.

One reason for this declining importance of our agricultural exports has been the rapid agricultural expansion in such countries as Canada, Australia, and Argentina. About the turn of the century these countries began producing more grain and livestock products for export. World War I accelerated this development. Importing countries were able to obtain their agricultural needs from these countries often at prices lower than from the United States.

Another reason for the decline in agricultural exports has been our rapid industrial expansion. Within little more than a hundred years this Nation has built up the greatest industrial plant in the world. Our industrial products are in great demand abroad. For many of them we are the only important supplier. In order to conserve their limited dollars for our industrial products, many nations must turn elsewhere for their agricultural supplies.

This lack of dollars is forcing Western European countries to arrange barter deals with Argentina and the Soviet Union for agricultural supplies. The United Kingdom has just recently consummated agreements with both countries.

This brings up the very tough question of trade balances. It is interesting to note that during much of our history we have exported more than we imported. Until about 1920 the extra exports were needed to pay interest and principal on our debts to foreign investors. We were paying off the debts on our railroads and factories. In September 1914 we still owed Europe about half a billion dollars.

But World War I brought a significant change--we paid off our debts and came out with the rest of the world owing us money. Europe by 1920 owed us half a billion dollars. It is normally considered good business to pay off one's debts. But since we paid off our debts we seem continually to have been in foreign trade trouble. You know the reason: We have continued to export more than we have imported. The foreign countries couldn't pay us the balance, and trouble ensued.

### Depression Restricted World Trade

Following World War I, this country made substantial loans to Europe for rehabilitation and industrial developments. Then came the depression, our imports dropped, and our lending activities came to an end. Foreign governments found it necessary to restrict imports from the United States, in order to conserve their dollar balances. This trend in conserving dollars continued up to World War II. Foreign governments applied import restrictions, developed uneconomic food production, subsidized exports, devalued currencies, increased import duties, and applied many other trade restrictions.

As far as Latin America is concerned this picture changed during the recent war. At the close of the war nearly every country in the Western Hemisphere had large dollar balances. These had been built up by U. S. purchase of strategic war supplies while, at the same time, our export restrictions limited their purchases from us. As export restrictions were lifted, these countries immediately began procuring large quantities of industrial products in this country. As a result, most of them used up large portions of their dollar balances.

At the present time only a few countries in the world have a surplus of dollars available for unrestricted use in this country, and once again our exports are far exceeding our imports. In 1948, the value of our total exports are far exceeding our imports. In 1948, the value of our total exports amounted to 12.5 billion dollars, while our imports--though the highest on record--totaled less than 7 billion dollars. That left a 5.5 billion dollar gap last year. This year the total value of our exports will probably be less than last, while the value of our imports may be somewhat greater. Nevertheless, a wide gap still exists. This gap, at the present time, is filled largely through the European Recovery Program and our feeding programs in Germany and Japan.



In light of this situation it is not difficult to understand why foreign governments restrict the use of their limited dollars. Many industrial commodities are available only in the United States. Countries wishing to obtain such products to improve their standard of living find that they must turn to this country. Therefore they either obtain their needed agricultural imports from some other area or subsidize their own farmers in an effort to become self-sufficient in food.

Such action, of course, works to the detriment of United States agriculture. This country, through hard work and ingenuity, has built up the largest agricultural producing plant in our history. Our total agricultural production for the past 10 years has far surpassed that of any country in the world. In expanding this agricultural plant, we had our "growing pains," such as lack of equipment, lack of tractors, and lack of fertilizers. These "growing pains" have now been forgotten. It appears that during the next few years, it may be necessary for us to reduce our agricultural producing plant somewhat and it is probable that our "reducing pains" will be more painful than were the "growing pains."

It appears that after ECA financing is over many countries will have even greater difficulty in paying for our agricultural exports. We know that many countries in the world can use our agricultural commodities and it is hoped that some means can be developed whereby it can be made possible for them to pay for the agricultural commodities which we can supply.

#### World Trade Tied to Living Standards

Everyone recognizes that a high level of international trade helps to maintain high standards of living at home and abroad. The more international trade that we can develop on a sound basis, the more ocean shipping that will be required, the larger the number of dock workers that will be needed, the more rail transportation that will be necessary --and there will be additional work for many people all along the line. It not only will result in greater employment in this country, but also in the countries with whom we trade. If the United States can help increase international trade on a sound basis, it will mean that other countries will have higher standards of living, more employment, and thus a greater demand for agricultural commodities. To help build stable international trade, we in the United States must do some constructive thinking and constructive acting which will increase our imports to provide dollars for our neighboring countries.

The rice industry, for example, is conscious of the fact that the more sugar the United States purchases from Cuba, the more rice and other commodities Cuba is able to purchase in this country. If Cuba is unable to sell substantial quantities of sugar to us, we know that Cuba will have to trade with the country that is willing to trade with her.

The people of the United States must do some serious planning during the next few years in order to help foreign countries earn dollars. Increasing imports is the most important method.

The Reciprocal Trade Agreements Program which has been in effect since 1934 is one important step forward. So far, it has been difficult to measure the value of this program because, soon after it began, war preparations and war itself disrupted normal trade. The principle, however, most people agree, is a good one. It is a step forward--not only toward expanded trade but also toward world peace.

But something more is needed, or else our agricultural exports will shrink materially. Some may feel that the Government should procure our surplus agricultural commodities and ship them abroad at whatever price can be obtained. While this may be a method for continuing export trade, many do not believe this to be the most healthy way of developing international trade. Everyone recognizes that there are limits as to what the Government can do.

#### Tourists' Dollars Help

Increased import trade alone cannot completely solve this problem. Other means must also be employed to help build up purchasing power for our commodities. Increased use of foreign ships, planes, and other services--to an extent compatible with our over-all national interests--will assist. And tourists' expenditures--for such things as entertainment, textiles, souvenirs, meals, lodgings, and transportation--have a direct bearing on our agricultural exports, because some of the American dollars spent abroad will be used for purchasing our wheat, flour, tobacco, and other farm products.

The ECA rehabilitation program in Europe should greatly aid the European countries in restoring their industrial production. This should increase their exports and improve their economies so that, in the years ahead, they should be able to take sizable quantities of our agricultural commodities.

In spite of all these programs to aid foreign trade, it is probable we cannot maintain in the long run our present high level of exports. We must expect some shrinkage in our agricultural exports due to agricultural recovery abroad. Our industrial exports may also decline as European export capacity is restored.

In brief, international trade is a two-way proposition. If we hope to maintain large exports, we must be willing to help foreign countries earn dollars to buy our products.

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#### OFAR STUDIES AFRICAN TOBACCO AND EUROPEAN FATS AND OILS

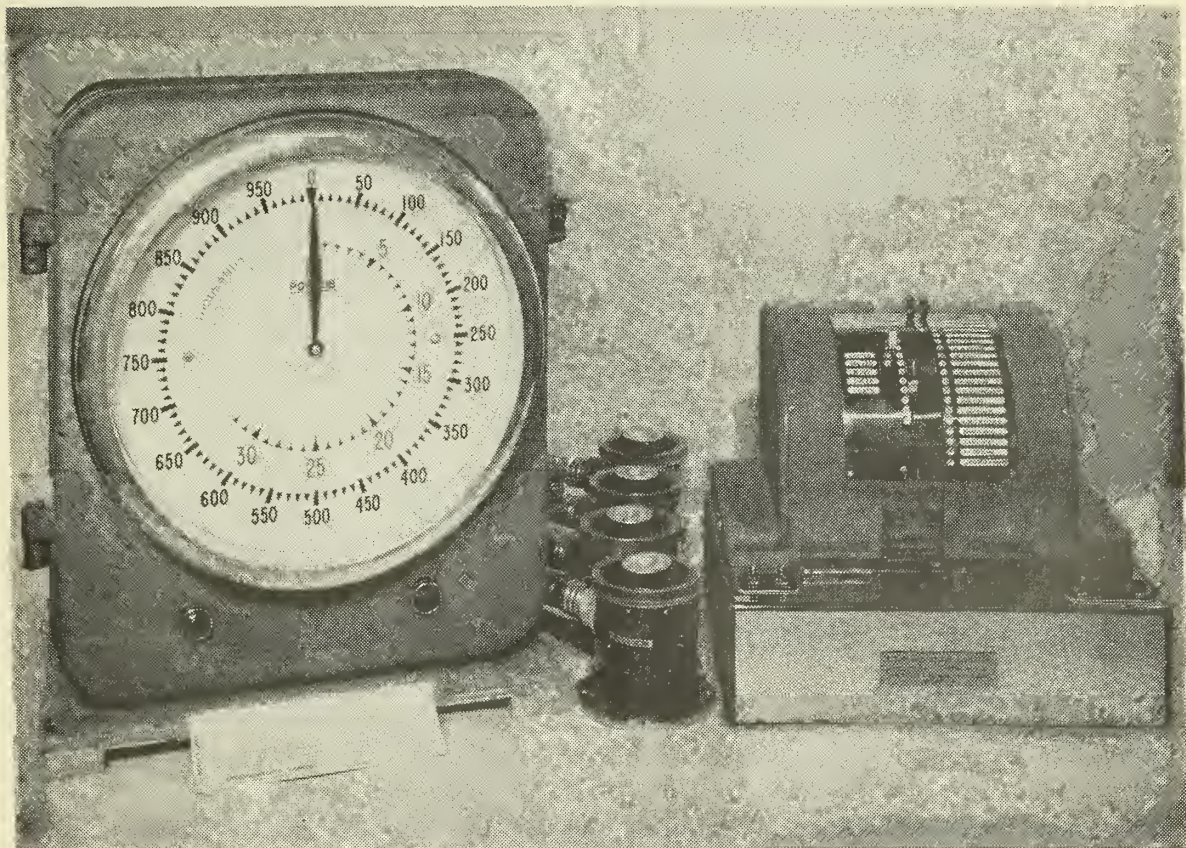
Trends in tobacco production, consumption and trade in major African areas, and developments affecting the demand for certain fats and oils and related meat products in European countries are being studied by the Office of Foreign Agricultural Relations. The projects are authorized under USDA's Research and Marketing Act.



# Electronic Scale Developed

By Charles L. Richard

Honest, accurate weights are more than good business in the livestock industry. They represent the basis for practically all of the industry's yearly 10 billion dollars' worth of business. For that reason, a new, accurate, and virtually foolproof electronic-type scale, developed



*Four weighing cells (center)--the size of pint fruit jars--are the heart of the scale. A small light below the dial flashes green when weighing and red when controls are set for printing or zeroing. The printer (right) contains all the operational controls.*

under supervision of the U. S. Department of Agriculture, is a significant contribution to the agricultural enterprise that brings to producers the largest single share of farm income.

Stockmen have long known that there is no place for either the "butcher's thumb" or the "baker's dozen" in sound livestock transactions. At the same time they have recognized that, up until now, practically all weighing of livestock has been done on scales so designed that their operators might derive and record incorrect weight values through acci-



dent, carelessness, or deliberate intent. The mechanical design of the lever type of scale is inherently liable to variance and easily susceptible to external manipulation.

### Electrons Are Conscientious

In its new scale, the Department sought a force-measuring mechanism that records automatically and is tamper-proof. The Department has been on sound ground in assuming that electrons are honest and reliable. After seven extensive tests in six different stockyards, the scale appears to be consistently accurate, rapid and economical. Moreover, it is equally sensitive to all weights within its capacity range; it records weights clearly and accurately; and it requires only the pressure of a button to be automatically balanced. Finally, it has been designed so that a weight cannot be recorded unless a corresponding load is applied to the scale platform!

The work on the electronic scale was begun about the middle of 1948 by the Cox and Stevens Aircraft Corporation, under contract with the Department. It was supervised by the Livestock Branch, Production and Marketing Administration, as a project under the Research and Marketing Act. The researchers were looking for a scale that would eliminate the possible inaccuracies, the time-consuming but essential balancing procedure, and the lack of clarity in weight indication in the conventional-type equipment. They also hoped to develop a scale that would be adaptable to existing scale pits and platforms, and at the same time eliminate the problems introduced by dirt, rust, moisture, and rats. Speaking of rats, the researchers discovered that a stockyard rat resting on some points in the lever train in the scale pit might register up to 400 pounds on the weigh beam. They found, too, that even greater variances could be obtained in the conventional scale by the operator, through manipulation of the poise in printing the scale ticket.

### Conventional Platform Used

The electronic scale virtually eliminates the shortcomings of the lever-type scale. The heart of the new development--the strain-gage cell with electronic indicator--had been designed previously by the aircraft corporation. Working under contract for the Department, the company now has transplanted into a new field the precision of flight engineering. This required extensive modification of the scale used in airplane work. Four of the compact cells are placed under the corners of a conventional platform. Each cell electronically transmits its pressure impulse through an electric cable encased in a flexible rubber-covered conduit.

The measure of the pressure on the cells is translated into the recorded weight in an indicator unit, and registered on a dial as large as a dishpan--in contrast to the indistinct indication on the standard weigh beam with its closely spaced graduations. On this 16-inch dial are two concentric graduated circles, the smaller divided plainly at thousand-pound intervals to a capacity of 32,000 pounds, and the larger circle graduated in 5-pound intervals to 1000 pounds capacity. Two indicator

hands, corresponding to the hands of a time clock, combine to register a total that is clearly visible up to distances of at least 10 feet. On the lower section of the indicator assembly are red and green signal lights which show whether the unit is in operation or locked for printing.

### Printer Records Vital Information


On the printer, the third element of the assembly, a series of keys controls a set of type wheels arranged to record the number and species of animals weighed, as well as the initials of the selling agency. This unit is electrically connected to the indicator and it prints simultaneously: the registered weight on the dial, the species and number of the animals weighed, and the month, day, hour and minute in which the weighing is performed.

DATE	SCALE	DRAFT	SPECIES	No.	SOLD BY	PRICE	WEIGHT (LBS.)	AMOUNT
1949 JUN 21 PM 12 52	7	320	TST	000	TJM		12 000	
1949 JUN 21 PM 12 53	7	321	TST	000	TJM		13 000	

REMARKS	P E N	
	FROM	TO
<i>Test loads of 12,000 and 13,000 lbs. used</i>		

  
 CERTIFIED DEPUTY PUBLIC WEIGHER  
  
**THE BELT RAIL ROAD  
AND STOCK YARDS COMPANY**  
 INDIANAPOLIS, INDIANA

OWNER \_\_\_\_\_

SOLD TO \_\_\_\_\_

*Smaller than the original, this ticket reproduction carries the record of two test weighings of drafts of 12,000 and 13,000 pounds. Stamped in by the printer in regular use will be the time and date of weighing, the scale number, the type and number of live-stock, the name or symbol of the commission agent, and the weight of the draft.*

Depending upon the size of the load, the weight value is indicated in two to seven seconds, or in about half the time it takes to balance a conventional weighbeam scale. This time saving is significant at any yard where scores of lots must be weighed in a heavy run of livestock.

Time required for installation is but a fraction of that required for the normal lever-type scale. In the new device the general compactness and the flexibility of coupling between the cells and the indicator unit establish such a degree of adaptability that the entire mechanism can be installed in approximately one hour where a lever system scale is replaced.

As compared to the conventional scale, the higher initial cost of the new equipment is offset to a considerable extent by the quality of service it offers and the volume handled, as well as the lower costs for installation. All parts are replaceable as units, so that "trouble shooting" and repair are distinctly simplified.

Commercial installation of the new scale is expected to begin in September. There are indications that a number of progressive organiza-  
August 1949



tions operating terminal stockyards will take the lead in utilizing the new electronic principle in weighing livestock.

The extension of the newly designed scale to other fields is a good possibility with its consistently satisfactory performance at all weights within the ranges covered. Its accuracy and direct and open indication of weight values will appeal strongly to anyone who has something to sell on a weight basis.

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#### FARMER'S SHARE OF MEAT DOLLAR DROPS WHEN PRICES DECLINE

"When prices are low, a relatively large share of the consumer's meat dollar goes for processing and distribution and a relatively small share is received by producers. On the other hand, when prices are high, the larger share goes to producers and the smaller share for marketing," according to a report issued July 8 by the Bureau of Agricultural Economics, USDA. The report is called "Farm-to-Retail Margins for Livestock and Meat" and is based on studies made under the Research and Marketing Act.

Consumers paid an average price of 55.4 cents a pound for meat in 1947 of which 35.4 cents went to the farmer. The other 20 cents went to marketing agencies--the railroads, packers, wholesalers, and retailers. In 1932, consumers paid an average price of 20 cents per pound for meat, with 13.2 cents going for marketing and only 6.8 cents to the farmer. In 1939, the average paid by consumers was 24.4 cents a pound. That year 12.8 cents went for marketing and 11.6 cents to the farmer.

The report compares marketing costs for livestock and meat in the highly contrasting years 1932 and 1947 with the more "normal" peacetime year of 1939. In 1932, a year of low prices, about 34 cents of the consumer's meat dollar went to the farmer and 66 cents for marketing; in 1947, a year of high prices, nearly 64 cents went to the farmer and 26 cents to the marketing agencies (processors and distributors). In the more normal peacetime year of 1939, the farmer got 47.5 cents and the marketing people got 52.5 cents of the consumer's meat dollar.

Margins, or costs, for marketing are broken down in the report into four broad functions: the marketing of livestock; packing and processing of meat; wholesale distribution of meat; and retail distribution of meat. The marketing of livestock took 5 cents of the consumer's meat dollar in 1932; 4.7 cents in 1939; and 2.3 cents in 1947. Meat packing and processing took 20 cents of the consumer's meat dollar in 1932; 15.9 cents in 1939; and 13.4 cents in 1947. Wholesale distribution took 8 cents of the consumer's meat dollar in 1932; 6.2 cents in 1939; and 4.2 in 1947. Retail distribution took 33 cents of the consumer's meat dollar in 1932; 25.7 cents in 1939; and 16.2 cents in 1947.

The report states that among the factors affecting costs and margins in the marketing of livestock and meat are: wage rates, productivity of labor, overhead costs, volume produced, cost of supplies and containers, amount of processing, and transportation costs.

# Snap Bean Suggestions

By V. V. Bowman

There's something about snap beans that seems to mark them for discussion. There's the lively cooking controversy--whether they should be dashed in and out of boiling water and served crispy and green--or forgotten on the back of the stove with ham hock or fat back after the Southern manner. There's even a growing French school which slivers or dices the tender beans and serves them buttered and wispy.

But in recent years, snap beans, particularly the snap bean of the Mountain Tri-State area of Western North Carolina, Northeastern Tennessee, and Southwestern Virginia, have stirred up more serious discussion. More than 3,000 snap bean growers of this area faced a disastrous marketing situation in the summer of 1947. As a result, the problems were surveyed the following year and have been analyzed in a report issued by the Production and Marketing Administration of the USDA. The project was handled by the Fruit and Vegetable Branch with funds authorized under the Research and Marketing Act. Researchers familiar with overall problems feel that many of the results are applicable to bean production in other parts of the country.

## Tri-State Area Increased Acreage in 1947

Snap bean production in the 17 counties making up the Tri-State area grew quickly from 5,631 acres in 1939 to a locally estimated 22,000 acres in 1947. By way of comparison, the national acreage increased roughly from 260,000 acres in the 1935-44 period to 284,000 acres in 1947. These figures indicate that bean production in the Tri-State area may have outgrown its market, and the corresponding price picture shows that this was exactly what happened. The local demand for snap beans, which had been strong during the war years and had held steady at \$2.00-\$2.50 per bushel during the 1946 season, suddenly skidded to below the \$1.00 level during much of the 1947 marketing season. With such demoralizing marketing conditions the Department of Agriculture purchased surplus beans in the area for the first time. Moreover, an estimated 200,000 bushels were abandoned because market prices offered were too low to pay the costs of picking.

As a direct result of their severe losses in 1947 producers cut back their plantings in 1948 to an estimated 13,000 acres and the prices received in 1948 reflected the resulting shorter supply. Prices held near the \$2.50 per bushel level and only in the last week of the season did they drop below the \$2.00 mark.

The PMA study, which began early in 1948, soon disclosed that there were more snap bean problems than an occasional case of over-production.



The researchers suspected this when the 1947 market in the Tri-State area began to break before substantial amounts of beans began to reach the local auctions. This resulted partly, no doubt, from the slackening demand by bean canners over a wide area.

But what actually caused the "problem beans" in the 1947 season of the Tri-State area, even before a local surplus existed? Looking into the problem, the researchers found that midwestern fresh market demand, and processors' demand over a wide area, very largely influence the price of snap beans in the Mountain area. In the first half of 1947 stocks of canned green and wax beans were unusually high and the Nation's canners packed approximately 29 percent less in 1947 than in 1946. Processors from distant States, who in recent years had been coming to the area for beans, withdrew from this market in 1947. Moreover, the nearby processors who normally buy a large part of the local production, decreased their packs markedly and purchased at low prices.

The study further disclosed that the high production of snap beans in the early summer States--Maryland, Delaware, New Jersey, Pennsylvania, New York and Illinois--overlapped the production of the area, and, because of their proximity to processors, competed most successfully.

The report suggests that the answer to this problem of overlapping production and carryover supplies must be found in wiser planning by producers with help from county, State and Federal agencies in touch with the nationwide picture. In addition, the report emphatically states that producers must check advance information on the indicated demand before they plan their production.

#### Better Quality Beans Demanded

Fortunately for the entire snap bean industry, the study in the Tri-State area tackled snap bean marketing problems of general concern. The probing disclosed that there was plainly a need for greater emphasis on better and more uniform quality. Only the better quality beans meet all the demands of canners, quick freezers, and the fresh market. Freedom from disease is an important factor, and research on bean varieties has resulted in two new mosaic-resistant varieties. One of these, the Rival, has been available for spring planting in 1949, while the other, Fulcrop, will not be commercially available until 1950. But although disease resistance is a factor in both yield and quality of all varieties, growers need to increase their efforts toward insect control and timely harvesting if high quality is to be attained with any variety.

It was disclosed in the Tri-State studies that small producers commonly pick and deliver beans to local markets in bags. This is an undesirable practice because it results in bruising and trampling, and subsequent losses in retail stores. Bags are more readily handled than crates or hampers in the family auto, but in any bean-producing area neighborhood planting schedules and cooperative trucking would allow the use of crates or hampers and save time of individual producers.

Apparent in the auction-type market prevalent in the Tri-State area



was the need for county and area planning of successive plantings to provide a more even flow of supplies. The volume and price records of one Tri-State auction organization, studied for the past three seasons, indicate that in the heavy production years of 1946 and 1947 as many beans were sold in July as in the 2 months of August and September. Prices, however, were considerably lower in July. In 1946, highest prices were received the first week of September and in 1947, September was the high price month. In 1948, the volume was low during the first half of the season and the price was high throughout the year. Since seasonal output can be modified by time of planting, it would appear to be advantageous to growers to plan a planting schedule to keep production in balance with apparent demand throughout the season.

In the markets studied, the lack of labor-saving equipment was far too apparent. The unloading, packing, and reloading on commercial trucks wholly by manual labor is time-consuming and inefficient, and results in some cases in undue injury to the beans. Under present methods, workers trample the beans while emptying bags into processors' trucks for bulk shipment. Labor would be saved and injury to beans avoided by the use of conveyors for unloading, handling on the auction floor, and loading operations. Conveyor elevators are needed for loading bulk beans on processors' trucks.

#### Representative Samples Build Confidence

The marketing studies indicated that wherever there are auction markets it is important to belt-grade beans for the fresh outlets. With such a service, samples displayed on the auction would be more representative of the lot offered for sale, and buyers would bid with more confidence. When adverse marketing conditions prevail, buyers gravitate to points offering graded beans, or may themselves establish grading and packing facilities.

A serious shortcoming in some auction markets appears to be the manner in which sample beans are selected and displayed. At many auctions, a grower selects a sample of his load and displays it in a hamper. In this method of selling by sample, it is probable that a more impartial selection of the sample would result if the selection were made by an employee of the auction organization or by a Federal-State inspector.

The manner of display of the sample in a hamper, especially during rush periods, appears to result in inadequate inspection by buyers. If the samples were spread out on sections of an elongated table or a slowly moving grading belt or similar conveyor, buyers could judge the quality much more accurately and readily.

In some areas country auctions find it advantageous to dispense with samples and provide for examination of the produce on the grower's vehicle. Sometimes, too, Federal-State inspection is used to indicate the grade of each lot, before it is placed on sale at the auction. A popular arrangement for this type of auction provides for two lanes of trucks with a platform for auctioneer and buyers between. Sales are

made alternately in the two lanes and large supplies of beans are handled swiftly.

Such fundamental marketing improvements as these promote the healthy development of the industry. Toward such gains the opinions of producers, marketing organizations and processors have contributed to this analysis of present conditions and trends, in an effort to further improve the marketing of snap beans.

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#### QUICK COOLING SAVES QUALITY IN SWEET CORN

Keeping sweet corn "sweet" from farm field to city market depends largely on low temperature. The high sugar content of mature corn turns to starch unless the corn is cooled quickly—ideally just above freezing—and held at this low temperature. This has been demonstrated by USDA scientists in a series of studies to improve storage and shipping practices. The project is being conducted by the Bureau of Plant Industry, Soils, and Agricultural Engineering under the Research and Marketing Act.

Unless freshly harvested sweet corn is precooled before it is loaded into refrigerated trucks, a very large quantity of ice is required to get it to market in good condition though the common practice now followed does not provide cooling until the corn is in transit. Usually the growers pack the freshly harvested corn in slatted wooden crates and haul it to a central shipping point where it may be held for several hours at high temperatures before it is sold. It is generally shipped to city markets in trucks that are well insulated and equipped with a fan blower, ice bunker, and rear vents. The load is cooled with one row of block ice on edge extending the length of the truck body. After a few hours the load is top-iced, the vents are closed, and the fan cut off.

The findings indicate that (1) icing practices commonly used in transit do not cool the corn sufficiently to maintain top quality; (2) cooling to desirable temperatures in transit requires nearly six times as much ice as is now used. It would be less expensive and more effective to precool the corn to at least 20°F. below field temperature before it is loaded into the trucks.

In the truck using the regular method of icing, average temperature of the corn on departure was approximately 77°F. but the temperatures ranged for different locations in the truck from a high of 88° to a low of 65°. On arrival, temperature of corn at different points in the load varied from 35° to 73°.

The best results were obtained when 11,400 pounds of ice were used. This was placed 2,100 pounds in the bunker, 7,200 pounds of block ice in the body of the truck, and 2,100 pounds as layers of snow ice between layers of corn. Average temperature of the corn in this truck on arrival at Baltimore was 41°F. Evidence from the records indicates that the load reached the lowest temperature in three or four hours and maintained it throughout the trip.



## MARKETING BRIEFS:

Cotton.--USDA scientists have found that cotton bags treated with pyrethrins or a mixture of pyrethrins and piperonyl butoxide successfully keeps insects from penetrating cotton bags, the Agricultural Research Administration announced July 22. The Bureau of Entomology and Plant Quarantine, Manhattan, Kans., and the Southern Regional Research Laboratory in New Orleans developed the treatment and worked out a practical method of application during investigations financed, in part, by funds from RMA. The Textile Bag Manufacturers Association and several large bag manufacturers are interested in the commercial use of this treatment.

Dairy.--A decision to issue a Federal order to regulate the handling of milk in the Rockford-Freeport, Illinois, milk marketing area was announced July 14 by USDA. The Federal order--the first for the area involved--was requested by the dairy farmers affected and authorized by the Agricultural Marketing Agreement Act of 1937. It would establish minimum prices to dairy farmers, pool the returns to dairy farmers, and require milk handlers to pay dairy farmers the minimum prices. Before the order can be issued it must be approved by three-fourths of the dairy farmers in the area.

Fruits and Vegetables.--USDA announced July 14 that, in line with recommendations of the area committees and the Colorado Potato Committee, shipments of potatoes from Colorado will be limited to U. S. No. 2 or better grade and 1 1/2 inch or larger size. The regulation became effective July 18, and continues in effect until suspended or modified. This regulation is authorized under the Federal Marketing Agreement and Order Program regulating the handling of potatoes grown in Colorado which was placed in effect in 1941. The program has been inactive since 1942 but operations are being resumed at this time.... Limitation of shipments of early Irish potatoes from the production area covered by Marketing Order No. 57 was announced in mid-July by USDA. In accordance with recommendations of the Idaho-Oregon Administrative committee, shipments of Russet Burbank and Long White varieties will be limited to sizes 2 inches or larger in diameter or 4 ounces in weight; and for all other varieties to sizes 1 1/2 inches or larger in diameter. These are all subject to the usual tolerances for size included in the U. S. Standards for Potatoes. The limitations which became effective July 18 will be in force until 12:01 a.m., M.S.T., September 15, 1949. Marketing Order No. 57 is applicable to Malheur County, Oregon, and the following counties in Idaho: Adams, Valley, Lemhi, Clark, Freemont, and all counties in Idaho south.

Grain.--USDA has announced that effective as of July 13 wheat exports to all countries outside the Western Hemisphere and the Philippines will be on an "open-end" quota basis. This means there will be no limits on quantities that may be shipped to any of these countries. Exports to Western Hemisphere countries and the Philippines will continue free of all restrictions. CCC will continue to supply wheat to all areas outside the Western Hemisphere and the Philippines, with the exception that quantities not in excess of 100 long tons may be exported through commercial channels. Moreover CCC will make periodic announcements of quantities and destinations of wheat to be supplied by CCC on specific re-



quests and requisitions from the Army, ECA, and cash-paying countries. Announcements will also include the quantities of coarse grain and flour being supplied by CCC.... Late in June USDA announced slight revisions in the United States standards for hay. The changes reduce the color requirements for No. 2 Timothy and Clover Hay and their mixtures, and fix a minimum color for No. 3 grade of such hays. The revisions are expected to facilitate the marketing of hay by producers and shippers and to give consumers a more accurate measure of quality in hay purchased for specific purposes. The revised standards became effective July 1, 1949.

Livestock.--Wider markets and new uses for mohair will be sought through a project under the Research and Marketing Act of 1946, USDA announced in mid-July. Large stocks, low prices, and the declining use of mohair in recent years prompt the study which will be conducted by The Ralph E. Burgess Services, Inc., industrial consultants, of New York City, under contract with the Department. The Marketing Research Branch, Production and Marketing Administration, will be responsible for the general supervision of this project. The Branch will be assisted by an Advisory Committee consisting of representatives of the Bureau of Human Nutrition and Home Economics, the Bureau of Agricultural Economics, the Livestock Branch of PMA, and the Texas Sheep and Goat Raisers Association, Inc.

Poultry.--A program for the support of producer prices of live turkeys at a national average price of about 31 cents a pound was announced by USDA July 22. The program will operate for the period August 1 through December 31, 1949, in support of producer prices through purchases of frozen dressed turkeys. In addition, the program provides for the purchase from vendors, during the month of July 1950, of frozen dressed turkeys in storage which were purchased from producers in 1949. The program is being announced to encourage orderly marketing of the increased production expected this year as compared with output in 1948. The purchase of dressed turkeys will be made on an offer-and-acceptance basis at announced prices intended to reflect a national average live weight price to producers of about 31 cents a pound. The announced support prices will provide a floor below which average farm prices should not fall. Last year, producers received a U. S. average live weight price of 47.4 cents per pound for turkeys sold from August through December--an all-time record level.

Tobacco.--The flue-cured tobacco market at Dunn, N. C., has been designated for the free and mandatory inspection and market news service of the Production and Marketing Administration, USDA has announced. This action, under Section 5 of the Tobacco Inspection Act, follows approval of the growers selling tobacco on the Dunn market who voted in a referendum held during the period June 30 through July 2, 1949. In this referendum 99.6 percent of the growers voting favored designation of the Dunn market for inspection and market news service. The Tobacco inspection law requires that before a market may be designated for the service, not less than 66 2/3 percent of those voting must favor such action. Inspection and certification of tobacco on the warehouse sales floors and the distribution of reports on prices by grades are features of the service and serve as guides to growers in accepting or rejecting bids offered.

## ABOUT MARKETING

The following addresses, statements, and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

### Addresses and Statements:

Statement by Secretary of Agriculture Charles F. Braman before Special Subcommittee of House Committee on the Judiciary to Study Monopoly Power, Monday, July 18, 1949. 16 pp. (Processed)

Statement by Charles F. Braman, Secretary of Agriculture and Chairman of the 1949 International Wheat Conference, at organization meeting of the International Wheat Council, Washington, D. C., July 6, 1949. 2 pp. (Processed)

Statement by Secretary of Agriculture Charles F. Braman for the Annual Meeting of the Virginia State Poultry Federation, Timberville, Virginia, July 13, 1949. 4 pp. (Processed)

### Publications:

Plastic Sealing of Tobacco-Storage Warehouses. (PMA) MP-684. June 1949. 34 pp. (Printed)

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PMA-State Summaries of Commodity Marketing Seasons. (Listed by commodities with States indicated; all processed):

Onion Summary 1949 Season; Texas. 5 pp.

Marketing Western New York Pears; Summary 1948 Season. 6 pp.

Summary 1949 Potato Season; Foley Ala. and South Alabama points. 4 pp.

Marketing Kern District Early Long White Potatoes, California; Summary of 1948 Season. 48 pp.

Maine Potatoes, 1948-49. 15 pp.

Marketing Western and Central New York Potatoes; Summary 1948-49 Season. 14 pp.

Marketing Lower Rio Grande Valley of Texas Potatoes; 1949 Season. 4 pp.

Brief Review of South Florida Snap Bean Season, 1948-49. 17 pp.

Marketing Texas Tomatoes; Brief Review of 1949 Season. 5 pp.

Marketing Western New York Green Wrapped Tomatoes; Summary of 1948 Season. 7 pp.

